

Appl. No.: 10/817,365  
Art Unit: 3728 Docket No.: B04-11  
Reply to Office Action of August 18, 2005

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### LISTING OF CLAIMS

1. (Currently amended) A package and plurality of golf balls customized for an individual comprising:
  - an enclosure formed of a material suitable for printing thereon comprising paper stock; and
  - a plurality of golf balls disposed therein;
  - the enclosure comprising a top portion, a bottom portion, and a plurality of side portions joining the top and bottom portions, and being held together by gluing, tabs and slots, spot welding with adhesive, or folding, wherein at least one of the top, bottom, or side portions comprise an image of the individual's business card.
2. (Original) The package and plurality of golf balls of claim 1, wherein the top and bottom portions are rectangular in shape and are oriented substantially parallel to each other.
3. (Original) The package and plurality of golf balls of claim 2, wherein the plurality of side portions comprises 4 side portions and the top and bottom portions are interconnected by the 4 side portions.
4. (Original) The package and plurality of golf balls of claim 1, wherein the sides comprise indicia identifying the golf balls contained therein.
5. (Original) The package and plurality of golf balls of claim 1, wherein the image is scanned, downloaded from a website, transferred by file transfer protocol, digitally-generated, optically-generated, or mechanically generated.
6. (Original) The package and plurality of golf balls of claim 1, wherein the image comprises a CMYK color system, a CMYKOG color system, a RGB color system, spot colors, PMS colors, or metallic colors.

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7. (Currently amended) The package and plurality of golf balls of claim 1, wherein the image is transferred to the first material prior to the first material being formed into the enclosure.
8. (Currently amended) The package and plurality of golf balls of claim 1, wherein the image is transferred to the first material by pad-printing, digital printing, inkjet printing, dye-sublimation printing, silk-screening, or transfer printing.
9. (Original) The package and plurality of golf balls of claim 1, wherein the plurality of golf balls comprises 6 golf balls.
10. (Original) The package and plurality of golf balls of claim 1, wherein the image is a digital image.
11. (Original) The package and plurality of golf balls of claim 10, wherein the digital image comprises a .tif file, a .bmp file, a .jpg file, an .eps file, or a .pdf file.
12. (Original) The package and plurality of golf balls of claim 1, wherein the image is edited or color matched prior to transferring to the first material.
13. (New) The package and plurality of golf balls of claim 1, wherein the image of the business card results from an ink layer having a thickness of from 2  $\mu\text{m}$  to 50  $\mu\text{m}$ .
14. (New) The package and plurality of golf balls of claim 13, wherein the ink layer has a thickness of from 4  $\mu\text{m}$  to 20  $\mu\text{m}$ .
15. (New) The package and plurality of golf balls of claim 1, wherein the top portion comprises the image.
16. (New) A package and plurality of golf balls customized for an individual comprising:  
a box formed of a material suitable for printing thereon; and

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a plurality of golf balls disposed therein;

the box comprising a top portion, a bottom portion, and a plurality of side portions joining the top and bottom portions, the portions being held together by gluing, tabs and slots, spot welding with adhesive, or folding, wherein at least one of the top, bottom, or side portions comprise an image of the individual's business card disposed between the top, bottom, or plurality of side portions and a finishing layer.

17. (New) The package and plurality of golf balls of claim 16, wherein the finishing layer comprises a clearcoat, a UV-curable clearcoat, a hot laminate, a cold laminate, a UV-resistant laminate, a dry erase laminate, or a non-skid laminate.
18. (New) The package and plurality of golf balls of claim 17, wherein the finishing layer comprises UV-curable clearcoat.
19. (New) The package and plurality of golf balls of claim 17, wherein the finishing layer has a thickness of from 1 mil to 10 mil.
20. (New) A package and plurality of golf balls customized for an individual comprising:
  - a box formed of a material suitable for printing thereon; and
  - a plurality of golf balls disposed therein;
  - the box comprising a top portion, a bottom portion, and a plurality of side portions joining the top and bottom portions, the portions being held together by gluing, tabs and slots, spot welding with adhesive, or folding, wherein the top portion comprises an image of the individual's business card disposed between the top, bottom, or plurality of side portions and a clearcoat.